

## WHAT IS CLAIMED IS:

1. A data analysis system for evaluating the performance of a first at least one of a plurality of outlets, comprising:
  - a computer system including a transceiver and configured to execute a data  
5 access application, wherein the data access application includes a plurality of user accounts, wherein each of the plurality of user accounts includes a user group, and wherein a second at least one of the plurality of outlets is associated with the user group; and
  - a data storage device coupled to the computer system and configured to store  
10 market measures from a portion of the plurality of outlets and industry-standard market measures, wherein the data access application allows a user to access the industry-standard market measures and data associated with the outlets associated with the user group of user's user account.
2. The data analysis system of claim 1, wherein at least one of the plurality of  
15 outlets is a retail sales location.
3. The data analysis system of claim 1, wherein at least one of the plurality of outlets is a pharmaceutical sales location.
4. The data analysis system of claim 1, wherein the computer system receives market measures from the portion of the plurality of outlets through the transceiver.
- 20 5. The data analysis system of claim 4, wherein the computer system receives the market measures from users utilizing the data access application.
6. The data analysis system of claim 4, wherein the computer system generates industry-standard market measures based at least in part on the market measures from the portion of the plurality of outlets.
- 25 7. The data analysis system of claim 1, further comprising an additional data storage unit coupled to the computer system and including a plurality of data records, wherein each of the data records includes an outlet name, an organization name, and a parent name.
8. The data analysis system of claim 7, wherein the user group is associated with at  
30 least one of the plurality of outlets associated with a particular parent name.
9. The data analysis system of claim 7, wherein the user group is associated with at least one of the plurality of outlets associated with a particular organization name.
10. The data analysis system of claim 1, wherein the first at least one of the plurality of outlets is the same as the second at least one of the plurality of outlets.

11. A method for evaluating the performance of at least one of a plurality of outlets, comprising the steps of:
- (a) receiving a username and password from a user;
  - (b) verifying that the username and password correspond to a user account,
- 5 wherein the user account includes a reference to a user group;
- (c) receiving a request for a report comparing data associated with at least one outlet associated with the user group to industry-standard market measures; and
  - (d) transmitting the report to the user.
12. The method of claim 11, further comprising the step of:
- 10 (e) receiving market measures corresponding to one of the at least one outlet associated with the user group.
13. The method of claim 12, wherein the market measures include all pertinent transactions from the one of the at least one outlet.
14. The method of claim 11, wherein at least one of the plurality of outlets is a retail
- 15 sales location.
15. The method of claim 11, wherein at least one of the plurality of outlets is a pharmaceutical sales location.
16. The method of claim 11, further comprising the step of:
- (f) receiving market measures from the portion of the plurality of outlets.
- 20 17. The method of claim 16, further comprising the step of:
- (g) generating industry-standard market measures based at least in part on the market measures received from the portion of the plurality of outlets.
18. The method of claim 11, further comprising the step of:
- (h) receiving data describing at least one of the plurality of outlets, wherein the
- 25 data describing each of the at least one of the plurality of outlets includes an outlet name, an organization name, and a parent name.
19. The method of claim 18, further comprising the step of:
- (i) storing a plurality of data records following the step (h), wherein each of the plurality of data records includes an outlet name, an organization name, and a parent
- 30 name.
20. The method of claim 18, wherein the user group is associated with at least one of the plurality of outlets associated with a particular parent name.
21. The method of claim 18, wherein the user group is associated with at least one of the plurality of outlets associated with a particular organization name.